

### ARGUMENTS/REMARKS

Applicants would like to thank the Examiner for the careful consideration given the present application, and for the personal interview conducted on September 12, 2006 with the Examiner and his supervisor. The application has been carefully reviewed in light of the Office Action and interview, and this paper in response thereto.

Claims 1–44 remain in this application. Claims 31–42 stand allowed. The claims have been amended for clarification purposes.

Claims 1–30 were rejected under 35 U.S.C. §102(b) as being anticipated by Okafuji *et al.* (U.S. App. No. 2003/0085858). For the following reasons, the rejections are respectfully traversed.

As discussed at the personal interview, the prior art does not teach a display driver including a “plurality of display outputs each for outputting a drive voltage to a row or a column of a display” and a plurality of “configuration bits each having a row/column setting” wherein “each configuration bit is exclusively associated with one or more of said plurality of display outputs such that said row/column setting of said configuration bit is used to configure all of said associated one or more display outputs for driving either rows or columns of the display.” The remaining rejected independent claims, while having different scope, also recite limitations to a plurality configuration bits. As discussed during the personal interview, the cited reference does not teach these claim limitations.

The examiners argued, however, that there was no limitation in the claim that specified that all of the configuration bits need be found in a single chip, and that although the cited reference teaches no more than a single configuration input for setting the device as a row or column driver, multiple such drivers could be used in an application, such as one as a row driver and one as a column driver. Applicant argued that the claims recite only “a driver”, not a plurality of drivers. However, the examiners suggested that amending the claims to recite that the driver is a single chip would overcome the reference.

Accordingly, the claims have all been amended to recite that the display driver “comprises a single chip including” the various features, or that the outputs are configured in a single package, and thus the Examiner’s interpretation of the current claims cannot be applied to the amended claims.

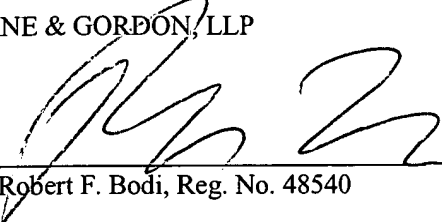
In consideration of the foregoing analysis, it is respectfully submitted that the present application is in a condition for allowance and notice to that effect is hereby requested. If it is determined that the application is not in a condition for allowance, the Examiner is invited to telephone the undersigned attorney to expedite prosecution of the present application.

Appln. No. 10/782,461  
Amdt. Dated September 18, 2006  
Reply to Office Action of June 16, 2006

If there are any additional fees resulting from this communication, please charge same to our  
Deposit Account No. 16-0820, our Order No. 35835US1.

Respectfully submitted,  
PEARNE & GORDON, LLP

By:

  
Robert F. Bodi, Reg. No. 48540

1801 East Ninth Street  
Suite 1200  
Cleveland, Ohio 44114-3108  
(216) 579-1700

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